



Faculty of Applied and Creative Arts

**ILLUSTRATION NARRATIVE GUIDEBOOK FOR KOTA
KINABALU CITY CENTER**

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2015

**Bachelor of Applied Arts with Honours
(Design Technology)**

**ILLUSTRATION NARRATIVE GUIDEBOOK FOR KOTA KINABALU CITY
CENTER**

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This project is submitted in partial fulfilment of
the requirements for the degree of Bachelor of Applied Arts with Honours
(Design Technology)

Faculty of Applied and Creative Arts
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Date:

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Abstract

Kota Kinabalu, formerly known as Jesselton, is the capital of Sabah state in Malaysia. This beautiful city is one of the famous tourist destination and also a popular gateway for the travelers who visit Sabah. However, the kidnapping incident that happened few months ago in Semporna had affected Kota Kinabalu tourism industry. Other than that, there is lack of travel guidebook for Kota Kinabalu city center. Therefore, the aim of this research is to overcome these problems through a travel guidebook for Kota Kinabalu city center. A comparative study was done on the existing guidebook in the market in order to get the analysis data as a reference for my product. The function of a guidebook is to provide information for tourists and at the same time to increase the visibility of Kota Kinabalu city center.

Keywords : Kota Kinabalu, travel guidebook, tourism

Abstrak

Kota Kinabalu, juga digelar sebagai “Jesselton”, merupakan bandar utama di negeri Sabah. Bandar yang cantik ini adalah sebuah destinasi pelancongan yang terkenal di Malaysia. Walau bagaimanapun, kes penculikan yang berlaku pada bulan yang lalu telah memberi kesan kepada industri pelancongan di Kota Kinabalu. Selain daripada itu buku panduan berkaitan bandar Kota Kinabalu di pasaran adalah kurang di pasaran sekarang. Oleh itu, objektif utama penyelidikan ini adalah untuk mengatasi masalah yang disenaraikan tadi dengan menghasilkan sebuah buku panduan untuk bandar Kota Kinabalu. Satu kajian perbandingan akan dilakukan untuk mendapat data analisis sebagai rujukan kepada projek ini. Fungsi buku panduan adalah memberi maklumat untuk pelancong dan dalam masa yang sama dapat mengharumkan nama bandar Kota Kinabalu.

Kata Kunci : Kota Kinabalu, buku panduan, pelancongan

APPENDIX 1



APPENDIX 2



APPENDIX 3



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Title :

Design A Narrative Illustration Guidebook To Promote Kota Kinabalu City Center.

Hello everyone, the purpose of this survey is to analyse the feedback from respondents in Kota Kinabalu city , on the suitability of information in a travel guidebook. The questionnaire has 3 Parts (A, B and C). Thus, I would request sir / madam to complete all my question as shown. All information is for research use only and all the details will be kept from public knowledge.

Prepared by :

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Section A : Demographic

Please tick (/) the answer, or fill in the space provider.

1. Gender

Male ()
Female ()

2. Age (years old)

18 - 23 ()
24 - 29 ()
30 - 35 ()

3. Where do you come from ?


Local ()
Non – local (other state in Malaysia) ()
Visitor : _____ ()

4. Races

Malay ()
Chinese ()
India ()
Others : _____

Section B : General

Please circle your answer in the Likert Scale.



Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

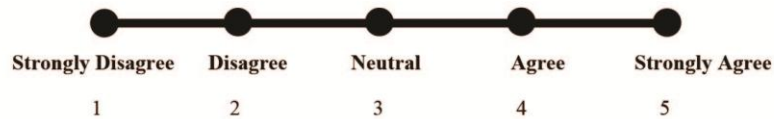
5	How do you know about Kota Kinabalu city ?					
	Guidebook	1	2	3	4	5
	Brochures	1	2	3	4	5
	Advertisement	1	2	3	4	5
	Tourism Fair	1	2	3	4	5
	Online (forum,website)	1	2	3	4	5
	Tourism Centre	1	2	3	4	5
	Word of Mouth	1	2	3	4	5

6	Which interesting part Kota Kinabalu city center attract you ?					
	Islands	1	2	3	4	5
	Sunday Market (Gaya Street)	1	2	3	4	5
	Local foods	1	2	3	4	5
	Shopping	1	2	3	4	5
	History	1	2	3	4	5
	Handicraft Market	1	2	3	4	5
7	What type of information source guide you during visit Kota Kinabalu city center ?					
	Maps	1	2	3	4	5
	Guidebook	1	2	3	4	5
	GPS	1	2	3	4	5
	Internet Source	1	2	3	4	5

Section C : Recommendation

- This questionnaire is prepared for the proposing a narrative illustration guidebook for Kota Kinabalu city center to boost up the tourism.

Please circle your answer in the Likert Scale.



8	Do you agree with the publication of illustration guidebook for Kota Kinabalu city ? (if agree, proceed to next question)	1	2	3	4	5
9	What makes you interested in an illustration guidebook ?					
	Easy to read	1	2	3	4	5
	Easy to remember	1	2	3	4	5
	Portable	1	2	3	4	5
	Colourful	1	2	3	4	5

10	What media is suitable to present the content of the guidebook?					
	Illustration	1	2	3	4	5
	Text	1	2	3	4	5
	Photography	1	2	3	4	5
	Combination of Illustration and Text	1	2	3	4	5
11	What information do you think should include in a guidebook ?					
	Map of Kota Kinabalu city center	1	2	3	4	5
	Interesting facts of Kota Kinabalu city center	1	2	3	4	5
	Business hour of the shops	1	2	3	4	5
	Local foods	1	2	3	4	5
	Place to live	1	2	3	4	5
	Festival Calendar	1	2	3	4	5
	History of Kota Kinabalu	1	2	3	4	5
12	Do you agree narrative style illustration makes the illustration guidebook interesting ? (Narrative means a storytelling) (If agree proceed to Q13)	1	2	3	4	5
13	Which illustration style do you prefer ?					
	Comic	1	2	3	4	5
	Painting	1	2	3	4	5
	Fantasy	1	2	3	4	5
14	What kind of narration would you like the guidebook to be presented ?					
	Fiction	1	2	3	4	5
	Historical (with Timeline)	1	2	3	4	5
	Academic	1	2	3	4	5
	Poetry	1	2	3	4	5

Thank You

CHAPTER 1

INTRODUCTION

1.0 Background Of Study

Sabah is known as the “Land Below the Wind” and is located at the eastern side of Borneo. The title comes from its location; directly beneath the typhoon belt making it free from the climatic disturbances. There are 30 different ethnics races with over 80 local dialects can be found in here but the main indigenous groups in Sabah are mainly formed by the Kadazan, Bajau and Murut (Sabah’s History & Culture, n.d).

Kota Kinabalu, formerly known as Jesselton, is the capital of Sabah state in Malaysia. It is also the capital of the West Coast Division of Sabah (Tourist Attractions: Kota Kinabalu, n.d). Kota Kinabalu has a history of intense colonization, conflicts and rebellions, owing to the fact that it was a very significant commercial trading center (History in Kota Kinabalu, n.d.). Present-day Kota Kinabalu had its origin in the settlement on Gaya Island, established in 1822, shortly after the North Borneo Company began its rule in North Borneo (Wong, 2007). The first settlement was soon destroyed by the Bajau rebel Mat Salleh (officially named Datu Muhammad Salleh), with its replacement sited in the fishing village of ApiApi. The head of the British North Borneo Chartered Company, Sir Charles James Jessel renamed Api-Api to Jesselton (Kota Kinabalu History Facts and Timeline, n.d.).

After the Japanese destroyed the Pearl Harbour, the British retreated from Borneo, burning the city almost to the ground when they left, to prevent its occupation by Japanese invasion forces (Kota Kinabalu History Facts and Timeline, n.d.). Towards the end of the World War II, Jesselton was almost completely destroyed by the allied forces bombings. There were only a couple of building still stood in town and remain in good condition until present day such as the Sabah Tourism Building and the Atkinson Clock Tower. In September 10th1945, the Japanese 37th Army, led by Lieutenant General Baba Masao that caused the conflict in North Borneo had come to an end with the

surrendered of him in Labuan (History in Kota Kinabalu, n.d.). In September 1967, the town was renamed to Kota Kinabalu while in 2000, the town finally obtained the city status (Wong, 2007).

Nowadays, Kota Kinabalu not only becomes one of the major industrial and commercial centres of East Malaysia, but also popular gateways for the travelers who visit Sabah. Kota Kinabalu city is in a fast growing tourism destination because many tourist hotspot gathered around places such as Tunku Abdul Rahman Park, Gaya Street (Sunday Market), handicraft market and heritage walk in Australia Place. Although the tourism business in Kota Kinabalu city center was just start to be perform better the past few years, but due to the kidnapping incident that happened in few months ago in Semporna had totally affected Kota Kinabalu tourism industry.

1.1 Problem Statement

The problem statement of this research is repeated kidnapping incidents that happen recently in Semporna, Lahad Datu had affected the tourism business in Kota Kinabalu. Although the kidnapping incident took place on Sabah East Coast, but it still bring a widespread effect, affecting large area and everyone. Since Kota Kinabalu city center known as one of the tourism destination, the amount of tourists visit this city are reducing after they heard about the incident. As told by Tourism and Culture Minister Datuk Seri Nazri Abdul Aziz, most of the cancellation flights were KK-bound (Lee Stephanie, 2014).

Other than that, based on my observation in the market, there is lack of travel guidebook for Kota Kinabalu city center. Tourists only managed to get travel guide map at the tourist information centre as their guide when visit to Kota Kinabalu city center. Therefore, the purpose of this research is to come out with a narrative illustration guidebook for Kota Kinabalu city center.

1.2 Research Question

- 1) What is the tourists hotspot in Kota Kinabalu city center?
- 2) What is the information that should be included in the narrative illustration guidebook?
- 3) How to promote Kota Kinabalu city center in a unique way ?
- 4) What is the information that should be included inside the illustration book?

1.3 Research Objectives

- 1) To identify the tourists hotspot in Kota Kinabalu city center.
- 2) To analyze the feedback from the audience through questionnaire and observation.
- 3) To come out with a narrative illustration guidebook for Kota Kinabalu city center.
- 4) To validate the narrative illustration book from the audience.

1.4 Purpose of the Study

The purpose of the study is to produce an outcome that can help to promote Kota Kinabalu city center. The result of the tourism industry in Kota

Kinabalu city center started to climbed up and going better but as told by Sabah State Tourism, Culture and Environment Minister Datuk Masidi Majun, “ we need to put more efforts on promoting Kota Kinabalu city to become one of the tourism destination in Sabah” (Sario,2013). Hence, a narrative illustration guidebook is the outcome for this research.

1.5 Definitions Of The Terms

Illustration

Illustration is a process of explanation of texts and ideas into images which can be related in contemporary, social, historical, cultural, political and critical contexts (Wigan, 2008)

.

Guidebook

The guidebook is a necessary tool that leads the tourists at holiday destination. Guidebook is made for non-locals who is stranger to the place (Sorensen &Therkelsen, 2005).